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MARKETING OF HORTICULTURAL PRODUCTS

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0001
Agro Inversions Compania por Acciones: a fresh fruit and vegetables export project in the Dominican Republic.
Karen, R. Boulder, Colo. : Westview Press, 1985. Agribusiness and the small-scale farmer : a dynamic partnership for development / Simon Williams and Ruth Karen. p. 159-171. Includes references. (NAL Call No.: DNAL HD1417.W5).

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Toaspern, J. Washington, D.C. : The Service. Horticultural products review FHORT - U.S. Department of Agriculture, Foreign Agricultural Service. Includes statistical data. Sept 1988. (9-88). p. 18-24. Includes references. (NAL Call No.: DNAL aSB319.4.F6).

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American cooperative pulse exporters dry beans, peas, and lentils /Arvin R. Bunker and Tracey L. Kennedy. --.
Bunker, Arvin R. ; Kennedy, Tracey L. Washington, D.C.? : U.S. Dept. of Agriculture, Agricultural Cooperative Service, 1984. Caption title.~ Distributed to depository libraries in microfiche.~ "April 1984"--P. 2 of cover. 19 p. : col. ill., 1 col. map ; 14 x 22 cm. -- (NAL Call No.: DNAL aHD1491.U5A47 no.10).

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American horticultural exports: how they stack up (Markets, statistics).
Sindelar, G.E.TFACA. Washington : The Service. Foreign agriculture - United States Department of Agriculture, Foreign Agricultural Service. Oct 1983. Includes statistical data. v. 21 (10). p. 4-6. ill. (NAL Call No.: A281.9 F76FO).

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Dametto, S. Roma, Istituto nazionale per il commercio estero. Notiziario ortofrutticolo. Sept 1981. v. 33 (9). p. 26-28. ill. (NAL Call No.: 286.83 N84).

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Austrian wines--attention please (Vineyards, exports).
Penning-Rowsell, E. London, Haymarket Publishing. Wine & spirit. Aug 1980. v. 106 (1272). p. 16-17, 19. ill. (NAL Call No.: HD9350.1.W5).

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Shachar, Z.CAVYA. Saticoy : The Society. Yearbook - California Avocado Society. 1982. v. 66. p. 103-105, 107-108. maps. (NAL Call No.: 81 C128).

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ANURA. Soowal, J. Chicago, Ill. : American Nurseryman Publishing Co. American nurseryman. July 1, 1988. v. 168 (1). p. 135-136, 138. (NAL Call No.: DNAL 80 AM37).

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Extract: This article reviews some of the rapid changes the U.S. almond industry has been undergoing during the past several years. The demand in both domestic and foreign markets has led to higher almond prices since 1965, and the industry has responded with expanded acreage. With favorable weather and record bearing acreage, the U.S. almond industry is capable of producing a crop of unprecedented size even though the rate of new plantings has subsided in recent years. Consequently, while grower prices will undoubtedly depend on future demand, consumers in the years ahead should find ample supplies of almonds. A price estimating equation was used to identify a set of variables at the farm and retail levels that have the largest influence on almond prices received by growers.

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The British potential to export (Horticultural products).
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Jean, I.PTERA. Paris : s.n. La Pomme de terre francaise. Jan/Feb 1983. v. 45 (414). p. 45-47. (NAL Call No.: 75.8 P77).

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Michelon, Y. Braunschweig, Gunter Hempel. Die Industrielle Obst- und Gemuseverwertung. Oct 1, 1981. v. 66 (19). p. 505-506. (NAL Call No.: 389.8

K832).

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CRFND. Govindarajan, V.S. Boca Raton, Fla. : CRC Press. CRC critical reviews in food science and nutrition. Literature review. 1986. v. 23 (3). p. 207-288. Includes 166 references. (NAL Call No.: DNAL TP368.C7).
Abstract: Part 2 of a comprehensive 4-part review on the spice, capsicum covers processed capsicum products, standards for different capsicum products, and world production and trade of the 2 dominant varieties of the genus capsicum, chillies and paprika. Related topics include: factors affecting the functional properties of ground capsicums; characteristics and production of various paprikas (Hungarian, Spanish, American); packaging and its effects on quality; processing methods; production and composition of capsicum oleoresins; adulteration and its detection in capsicum products; grading specifications; and the production, import-export trade, and consumption of the various capsicum varieties.(wz)

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Chile: fruit area, production, exports higher; future enlargement seen.
Fouchs, L.R. Washington, D.C., The Service. Foreign agriculture - United States Dept. of Agriculture, Foreign Agricultural Service. May 1981. v. 19 (5). p. 30-31. (NAL Call No.: A281.9 F76FO).

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Development in horticulture in the United Kingdom (Dutch exports, marketing, production, statistics). Ontwikkelingen in de tuinbouw in het Verenigd Koninkrijk. Dutch.
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Effect of package type and storage time-temperature on weight loss, firmness, and spoilage of rabbiteye blueberries (Marketing, export, consumer packaging, Vaccinum ashei).
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Effect of pallet-stacking patterns on transit temperatures, fumigation, and arrival condition of grapefruit exported to Japan.
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The European community's horticultural trade: implications of EC enlargement.
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Extract: The European Community (EC) will likely import $269 million of oranges, grapes, raisins, almonds, canned peaches, and processed tomatoes from the United States in 1986, a 12-percent increase from the $238.6-million average in 1978-80. The EC's elimination of tariff and nontariff barriers on imports from Greece, Spain, and Portugal will cut imports from the United States by $4.5 million; however, increased demand stimulated by income growth will boost imports nearly $35 million. Changes in EC policy will likely affect trade patterns more than will elimination of tariff and nontariff barriers.

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Extract: A quarterly econometric simulation model of the Canada-U.S. tomato market was constructed to evaluate the effects of tariff policies on producers, consumers, and international trade. The model consisted of seven behavioral equations and four identities. Mexican participation in the Canada-U.S. market is explicitly included through an equation defining the supply of Mexican tomatoes available for export. The model was used to compare simulated market outcomes over time with all variables held at actual levels to outcomes resulting from simulations where U.S. and Canadian tariffs were changed from their historical levels.

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Export of ornamentals problems and prospects.
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Hormann, Dieter M. ; Storck, Harmen. Munchen Weltforum Verlag 1981. 123 p. ; 21 cm. --. Bibliography: p. 75-78. (NAL Call No.: HD9017.A43H6).

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Washington, D.C. : The Service. Horticultural products review FHORT - United States Department of Agriculture, Foreign Agricultural Service. Dec 1987. (12-87). 6-13. (NAL Call No.: DNAL aSB319.4.F6).

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Exportation of olive oil from Baetica to the eastern Mediterranean.
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Hu, B.K.S. Honolulu : The Institute. Research extension series - Hawaii Institute of Tropical Agriculture and Human Resources. Oct 1982. Presented at the 13th Annual Hawaii Banana Industry Association Conference October, 1981. Oct 1982. (021). p. 42-45. (NAL Call No.: S481.R4).

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Washington : The Service. Foreign agriculture - United States Department of Agriculture, Foreign Agricultural Service. Oct 1983. v. 21 (10). p. 7-8. ill. (NAL Call No.: A281.9 F76FO).

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Factors to be considered for exporting grapefruit to distant markets (Florida).
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Extract: The United States exported $1.84 billion worth of agricultural products to South Korea in 1983, making South Korea the fifth leading market for U.S. agricultural products. Price competition from Chinese corn cut heavily into U.S. agricultural sales to South Korea in 1984-85. U.S. exports will grow to around $2.3 billion (1983 dollars) by 1990. Feed grains and soybeans will be largest sources of export growth; growth in wheat exports is doubtful. Korea is unlikely to import significant amounts of rice. U.S. sales of raw cotton to South Korea will grow slowly because of increased barriers to Korea's textile and garment exports in developed country markets, but sales of cattle hides should continue to grow rapidly. Horticultural products and processed foods will continue to face severe import barriers.

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Extract: Taiwan purchased $1.2 billion worth of U.S. agricultural commodities in 1982, making it the 10th leading importer of U.S. agricultural products. The report examines the prospects for expanded exports of U.S. agricultural products to Taiwan during the 1980's. Feed grains, soybeans, wheat, cotton, tobacco leaf, and other bulk, unprocessed, and semi-processed commodities will continue to constitute the major share by value of U.S. agricultural exports to the island. Purchases of these products from the United States will grow substantially during the 1980's, even without significant intervention by the U.S. Government. Horticultural products and processed foods have the greatest potential for relative growth in export value.

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Extract: U.S. orange production is expected to remain relatively small in the foreseeable future because of recent freezes in Florida and Texas. Utilization of oranges has changed somewhat and demand is expected to continue to increase. The United States has become a net importer of frozen concentrated orange juice, but remains a net exporter of fresh oranges. Per capita consumption of fresh oranges has been erratic, while that of processed orange products has increased. Reduced supplies and rising demand have resulted in strong prices.

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